



GDPR & WORDPRESS

A WORD OF CAUTION

- ▶ I am a business owner, not a lawyer.
- ▶ This presentation is to provide legal information NOT legal advice.
- ▶ If you have a question about how the law applies to your specific factual situation, discuss this with your lawyer.
- ▶ I will happily clarify points that I make in the presentation, but I cannot answer questions about facts specific to your situation.

**LETS TALK ABOUT
PRIVACY**



**THE STATE OF BEING
FREE FROM INTRUSION
OR DISTURBANCE IN
ONE'S PRIVATE LIFE OR
AFFAIRS.**

Privacy

- ▶ Reputation Management
- ▶ Freedom of Thought and Speech
- ▶ Ability to Change and Have Second Chances
- ▶ Not Having to Explain or Justify Oneself

WHY DOES PRIVACY MATTER?

CONTROL OVER ONE'S LIFE

- ▶ Government
- ▶ Nefarious Interests
- ▶ Unscrupulous Businesses

WHY DOES PRIVACY MATTER?

LIMIT ON POWER

- ▶ Respect for Individuals
- ▶ Trust

WHY DOES PRIVACY MATTER?

GOOD BUSINESS

**THE EU IS TACKLING
THIS PROBLEM**

THE EU IS TACKLING THIS PROBLEM

- ▶ EU's data protection laws have been the high standard for the past 25 years.
- ▶ In 2016, the EU adopted the GDPR.
- ▶ It replaces the 1995 Data Protection Directive which was adopted at a time when the internet was in its infancy.
- ▶ The ICO (Information Commission's Office) provided a 2 year period for everyone to become compliant.
- ▶ That period ended on May, 25th 2018.

WHAT IS THE GDPR?



GDPR STANDS FOR...

**GENERAL DATA PROTECTION
REGULATION**

THE GDPR IS A LEGAL FRAMEWORK THAT SETS GUIDELINES FOR THE COLLECTION AND PROCESSING OF PERSONAL INFORMATION OF INDIVIDUALS WITHIN THE EUROPEAN UNION (EU).

WHAT DOES THIS APPLY TO?

- ▶ The processing of personal data by automated means.
- ▶ Where personal data is any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.



WHERE OR TO WHOM DOES THIS APPLY?

- ▶ An establishment within the Union, regardless of whether the processing takes place in the Union or not.
- ▶ This Regulation applies to the processing of personal data of data subjects who are in the Union by a controller or processor not established in the Union.
- ▶ Where Member State law applies by virtue of public international law.



BASIC GDPR REQUIREMENTS

CONTROLLER

determines the
purposes and means of
the processing of
personal data

PROCESSOR

processes personal data
on behalf of the
controller

BOTH

6 RIGHTS

- ▶ Right of access by the data subject
- ▶ Right to rectification
- ▶ Right to erasure ('right to be forgotten')
- ▶ Right to restriction of processing
- ▶ Right to data portability
- ▶ Right to object

LAWFULNESS OF PROCESSING

- ▶ Consent
- ▶ Contractual
- ▶ Compliance
- ▶ Protection
- ▶ Public Interest
- ▶ Legitimate Interest

STEPS TOWARDS GDPR COMPLIANCE

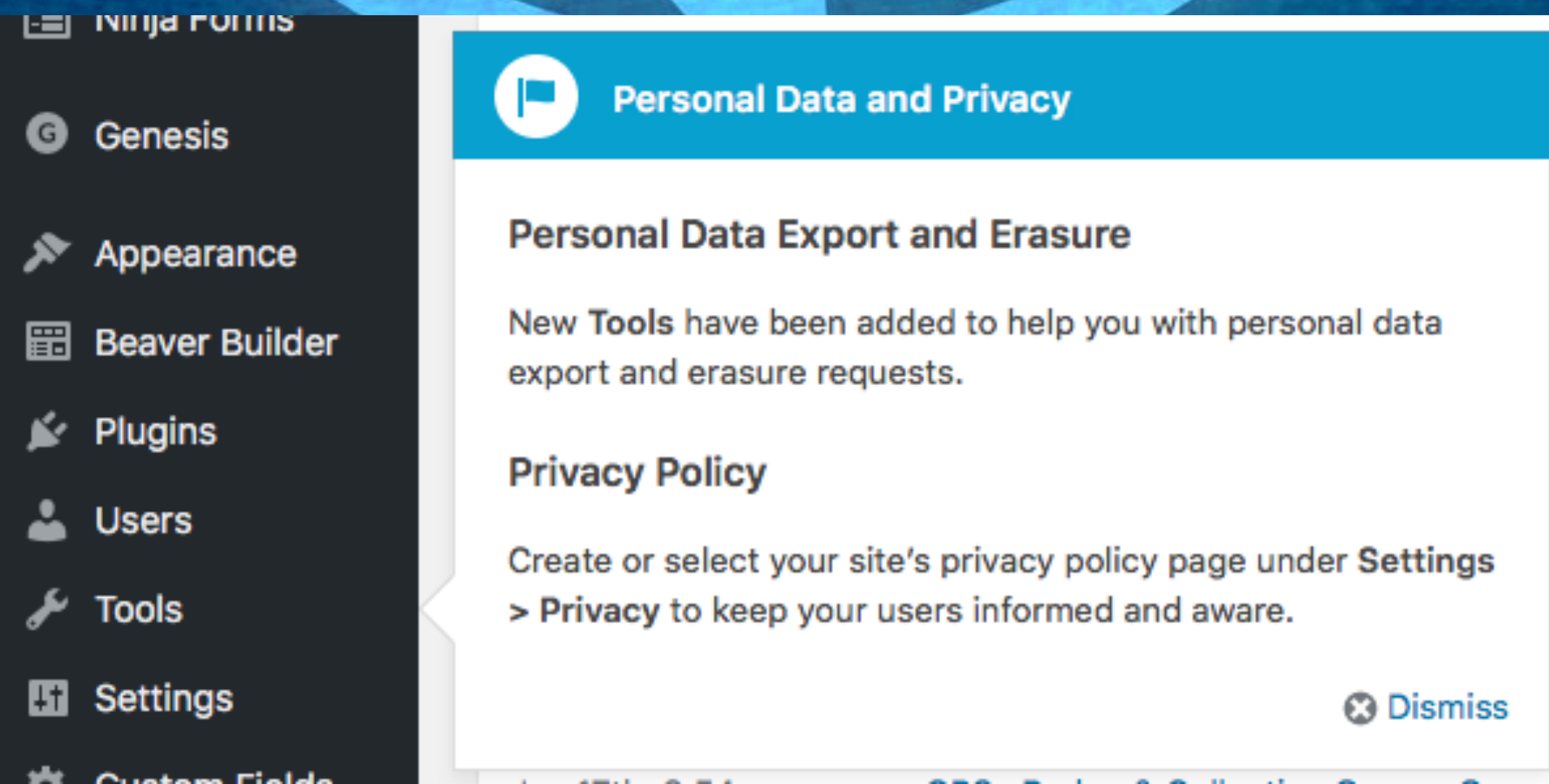
TAKE AN INVENTORY



















- ▶ of the data you collect, why you collect it, and how it is stored and processed.
- ▶ of what is your lawful basis for collecting and processing the data.
- ▶ of the tools & services you use and whether or not they are GDPR compliant.
- ▶ of your privacy policy and transparency of consent requests.

GDPR COMPLIANCE & WORDPRESS

WORDPRESS 4.9.6

- New Privacy Policy Tool
- New Export Tool
- New Erasure Tool



-  Pagely®
-  Dashboard
-  Posts
-  Media
-  Pages
-  Comments
-  AgilePress
-  Partners
-  Articles
-  Documentation
-  Ninja Forms
-  Genesis
-  Appearance
-  Beaver Builder
-  Plugins 5
-  Users
-  Tools
-  Settings

Privacy Settings

Privacy Policy page

As a website owner, you may need to follow national or international privacy laws. For example, you may need to create and display a privacy policy. If you already have a privacy policy page, please select it below. If not, please create one.

The new page will include help and suggestions for your privacy policy. However, it is your responsibility to use those resources correctly, to provide the information that your privacy policy requires, and to keep that information current and accurate.

After your privacy policy page is set, we suggest that you edit it. We would also suggest reviewing your privacy policy from time to time, especially after installing or updating any themes or plugins. There may be changes or new suggested information for you to consider adding to your policy.

[Edit](#) or [view](#) your privacy policy page content.

Need help putting together your new Privacy Policy page? [Check out our guide](#) for recommendations on what content to include, along with policies suggested by your plugins and theme.

Change your Privacy Policy page

Select an existing page:

Privacy Policy

Use This Page

Or:

Create New Page

Privacy Policy Guide

Introduction

Hello,

This text template will help you to create your web site’s privacy policy.

We have suggested the sections you will need. Under each section heading you will find a short summary of what information you should provide, which will help you to get started. Some sections include suggested policy content, others will have to be completed with information from your theme and plugins.

Please edit your privacy policy content, making sure to delete the summaries, and adding any information from your theme and plugins. Once you publish your policy page, remember to add it to your navigation menu.

It is your responsibility to write a comprehensive privacy policy, to make sure it reflects all national and international legal requirements on privacy, and to keep your policy current and accurate.

Source: WordPress

Who we are

In this section you should note your site URL, as well as the name of the company, organization, or individual behind it, and some accurate contact information.

The amount of information you may be required to show will vary depending on your local or national business regulations. You may, for example, be required to display a physical address, a registered address, or your company registration number.

Suggested text: Our website address is: *http://inside.saturdaydrive.io.*

What personal data we collect and why we collect it

In this section you should note what personal data you collect from users and site visitors. This may include personal data, such as name, email address, personal account preferences; transactional data, such as purchase information; and technical data, such as information about cookies.

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- Plugins
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- Tools

Export Personal Data

Confirmation request initiated successfully.

Add Data Export Request

An email will be sent to the user at this email address asking them to verify the request.

Username or email address

Send Request

All (1) | Pending (1) | Confirmed (0) | Failed (0) | Completed (0)

Search Requests

Bulk Actions

Apply

<input type="checkbox"/>	Requester	Status	Requested	Next Steps
<input type="checkbox"/>	info@wpninjas.com	Pending	1 min ago	Waiting for confirmation

<input type="checkbox"/>	Requester	Status	Requested	Next Steps
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Bulk Actions

Apply

- Pagely®
- Dashboard
- Posts
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All (1) | Pending (0) | Confirmed (1) | Failed (0) | Completed (0)

Search Requests

Bulk Actions

Apply

1 item

<input type="checkbox"/>	Requester	Status	Requested	Next Steps
<input type="checkbox"/>	info@wpninjas.com	Confirmed (1 min ago)	3 mins ago	<div>Email Data</div>

<input type="checkbox"/>	Requester	Status	Requested	Next Steps
--------------------------	-----------	--------	-----------	------------

Bulk Actions

Apply

1 item

Personal Data Export

About

Report generated for	info@wpninjas.com
For site	Saturday Drive
At URL	http://inside.saturdaydrive.io
On	2018-06-06 14:38:29










User

User ID	9
User Login Name	wpninjas
User Nice Name	wpninjas
User Email	info@wpninjas.com
User Registration Date	2015-05-26 17:11:03
User Display Name	The Team
User Nickname	The Team
User First Name	WP
User Last Name	Ninjas







Ninja Forms Submission Data-Receipts

First Name	Kenneth
Last Name	Hall

**FOR WORDPRESS
DEVELOPERS**

-  Articles
-  Documentation
-  Ninja Forms
-  Genesis
-  Appearance
-  Beaver Builder
-  Plugins 5
-  Users
-  Tools

- Available Tools
- Import
- Export
- Export Personal Data
- Erase Personal Data
- Adminer

-  Settings
-  Custom Fields
-  Sales
-  RSS Aggregator
-  ARI Adminer
-  Collapse menu

internal reporting systems, contact mechanisms, or bug bounties.

What third parties we receive data from

If your web site receives data about users from third parties, including advertisers, this information must be included within the section of your privacy policy dealing with third party data.

What automated decision making and/or profiling we do with user data

If your web site provides a service which includes automated decision making - for example, allowing customers to apply for credit, or aggregating their data into an advertising profile - you must note that this is taking place, and include information about how that information is used, what decisions are made with that aggregated data, and what rights users have over decisions made without human intervention.

Industry regulatory disclosure requirements

If you are a member of a regulated industry, or if you are subject to additional privacy laws, you may be required to disclose that information here.

Copy

[↑ Return to Top](#)

Source: Beaver Builder

In terms of GDPR, Beaver Builder products do not collect any personal information from your users. However some modules such as videos and maps might need you to update your privacy policy accordingly.

Copy

[↑ Return to Top](#)

Source: Ninja Forms

Ninja Forms allows you to collect personal information

If you are using Ninja Forms to collect personal information, you should consult a legal professional for your use case.

Copy

[↑ Return to Top](#)



Forms Apps & Integrations Memberships

CANCEL



Data Request



Delete Data Request

Includes action to add users to WordPress' personal data delete tool, allowing admins to comply with the GDPR and other privacy regulations from the site's front end.

Export Data Request

Includes action to add users to WordPress' personal data export tool, allowing admins to comply with the GDPR and other privacy regulations from the site's front end.



Delete Data Request

	NAME	TYPE	ACTIONS
<input checked="" type="checkbox"/>	Success Message	Success Message	
<input checked="" type="checkbox"/>	Admin Email	Email	
<input checked="" type="checkbox"/>	Store Submission	Store Submission	
<input checked="" type="checkbox"/>	Delete Data Request	Delete Data Request	

DONE

Delete Data Request

ACTION NAME

Delete Data Request

This action adds users to WordPress' personal data delete tool, allowing admins to comply with the GDPR and other privacy regulations from the site's front end.

EMAIL

{field:email_1526653697881

▼ ADVANCED

ANONYMIZE DATA



► CONDITIONAL LOGIC

A man with grey hair and glasses, wearing a black tuxedo and a black bow tie, is speaking. He is standing in front of a game show set. To his left is a large, textured purple pillar. Behind him is a blue wall with a large 'X' pattern and rivets. A small microphone is clipped to his lapel.

**FINAL
THOUGHT**

Any

Questions